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[1944]

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 U. S. Department of Agriculture

INTRODUCING

Camellia

ROOSEVELT BLUES

Longview Lot No. 333



ROOSEVELT BLUES, Longview Lot No. 333, is a new, distinctive, and unusual blue shade Camellia seedling, originated at "LONGVIEW".

"LONGVIEW"

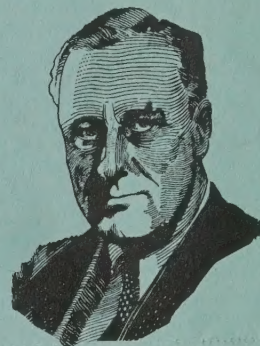
ROBT. O. RUBEL, JR., Prop., *Camellia Specialist*

CRICHTON, ALA.

Camellia

ROOSEVELT BLUES

Longview Lot No. 333



Exhibited as an unnamed semi-double Camellia, at the Mobile, Alabama, Camellia Show, January 25, 1939, the flower was awarded a Blue Ribbon.

Every one who saw this flower, conceded it was new, distinct, and no other Camellia was known to be similar to it.

COLOR AND VARIATIONS

True blue Camellia flowers have not heretofore been known in commerce.

The ROOSEVELT BLUES, is the nearest approach to a blue flowering Camellia.

The petals of the blossoms are very dark blue, with somewhat of a maroon shade.

Depth of blue color is influenced by acidity of soil, low winter temperature, high potash level in soil, and plenty of sunlight.

Among the thousands of Camellias and numerous varieties grown at "LONGVIEW", ROOSEVELT BLUES is distinctly new and rare.

SIZE

Flowers full five inches in diameter, and slightly larger, have been produced on the parent plant, grown in sandy soil of low fertility, and without protection from sub-freezing weather.

One might expect larger size flowers, if the plant was grown under greenhouse protection during the winter months.

FORM

The illustration of ROOSEVELT BLUES on reverse side of this folder was reproduced from a photo taken by the author, at "LONGVIEW", December 10th, 1938.

Variation of form and number of petals on individual flowers, range from a loose double of 30 odd petals to a double with numerous petals, hiding the golden anthered stamens.

WINTER HARDINESS

The photograph illustrating ROOSEVELT BLUES Camellia on other side of this sheet was taken after parent plant had tolerated four nights of freezing weather.

Since the plant first bloomed December 9th, 1938, flower buds have opened freely each season, without protection, and in spite of a minimum temperature of 12 degrees above zero, on one occasion.

NATURAL PERIOD OF BLOOM

Outdoor culture in latitude 31 degree North, under lath shade, this Camellia has opened its first flowers as early as November 11th, in 1939, and continues to bloom until the middle of March.

On several plants to be sold this season, flower buds are showing color, and large enough on September 25th, 1944 to indicate they will be fully opened within a week's time.

VIGOR AND CHARACTER OF GROWTH

The parent plant of ROOSEVELT BLUES was 6 to 8 inches high in March 1934, when it was lined out, as a bare rooted seedling.

Ten years later, this Camellia reached a height of 10 feet.

Grown in unfertile sandy soil, with less than two pounds of commercial fertilizer applied since the time this Camellia was planted, it has never been artificially irrigated, except one time, when it was transplanted.

Character of growth is upright and compact

HISTORY OF INTRODUCTION

Background history of individual varieties of Camellias, like family trees or pedigrees would be interesting if known.

Like "Topsy", most Camellias just grew up, and were given names to distinguish one from another.

Ask any Camellia connoisseur, or nurseryman selling these floral gems from the Orient, for authentic proof of their variety names. It's a 100 to one bet, impeachable evidence can not be supplied to substantiate the names as being correct, much less any knowledge of the background history of individual varieties.

Camellia ROOSEVELT BLUES originated from a seed of unknown parentage planted at "LONGVIEW", November, 1932.

In March 1934, you may recall or perhaps read, of an economic condition existing in this country, called a depression, and later a recession.

Rather than invest our meager cash surplus at that time in flower pots to pot off 2400 young seedlings of questionable value, they were planted in open ground, watered at time of transplanting, the ground mulched with pine straw and from then on, the hand of Nature was permitted to take care of irrigation.

One year later, a slat shed was erected over these young seedlings.

Then, for the first time they were very lightly fertilized.

In the ten years these seedlings have been growing, less than two pounds of 3-6-12 commercial fertilizer was broadcast on top of the ground around each plant.

Within eight years, many of these seedlings were 10 to 12 feet high.

ROOSEVELT BLUES opened its first flower when it was six years old.

This variety was first mentioned as one of a number of new "LONGVIEW" varieties, in our catalogue No. 79, published in the fall of 1940.

The first public offering of this new and rare variety will be made in October 1944.

Only 60 plants are available.

They were propagated January 31, 1939.

Most of them have a few flower buds at the time this prospectus was written.

Budded plants will be selected and shipped to the first orders received. All orders will be filled in rotation.

See CONDITION OF SALE on back sheet of this folder, with prices.

ROOSEVELT BLUES

A politician can have nineteen virtues and one fault, but the public is likely to overlook his virtues, and magnify his faults.

Our president is a man of many virtues and MANY faults.

Never has there been a president of the United States in years past, so well thought of by some people, and so bitterly opposed by those who know his record.

"LONGVIEW" Lot 333, Camellia, a seedling of unusual color, freedom of bloom, as well as variation in form, was named ROOSEVELT BLUES, symbolic of its vigor, growth, under lean years of environment, and in commemoration of the most tragic period in the history of the United States.

"Some misguided citizens charge that to criticize our government in time of war impedes the war effort, aids the enemy and is therefore disloyal. That blanket indictment is supposed to muffle all criticism, but it does not deceive any thinking citizen."

Abraham Lincoln had this to say:

"It isn't only right of a citizen, but it is his duty to criticize the administrators of government in wartimes as well as peacetimes, when in the opinion the administrators are doing things destructive to our government."

"You may wholly disapprove of what I say, but I trust you will defend my right as a private citizen to state my opinion."

Every four years the citizens of this country have an opportunity to help decide whether we shall continue the present form of government, or change the administration.

It is your duty to decide whether the continuance of an unprecedented dictatorship is more desirable than the return to free enterprise and Jeffersonian constitutional form of government as our wise forefathers planned.

President Lincoln also said:

"The legitimate function of government is to do for the people what needs to be done but which they cannot by individual effort do at all or so well for themselves.

Give the New Deal credit for trying every fantastic, cockeyed scheme the long-haired, dreamy eyed, visionary, impractical brain trusters, or flapdoodilists envisioned, representing the blandest and boldest effrontery cooked up by a bunch of impractical former business failures who became bureaucratic quackocrat political parasites.

For the sake of argument, let's admit the RAW DEAL, may??? have accomplished some constructive good, but the utter waste of public assets, which has cost billions of dollars, is yet to be paid by taxes.

The writer does not profess to understand economics or politics.

Neither does he seek favors from any political party.

Look back on the wisdom of old philosophers, men who saw in past history what the future held.

The immortal Goethe wrote:

"I hate all bungling as I do sin, but particularly bungling in politics, which leads to the misery and ruin of many thousands of and millions of people."

Then Borne wrote:

"Politicians (including new or raw dealers) think that by stopping up the chimney they can stop its smoking. They try the experiment, they drive the smoke back, and there is more smoke than ever; but they do not see that their want of common-sense has increased the evil they would have presented."

November 7th, 1944 is the V day to smoke out that motley bunch of high-handed mis-fits, who have sponsored gangsters, thieves, racketeers, aliens and men who have served time in penal institutions; henchmen whose votes adds weight to a crooked administration.

H. W. Shaw knew where of he was speaking when he wrote:

"If you do not know how to lie, cheat, and steal, turn your attention to politics and learn."

This was written many years ago, but applicable to the past twelve years of government, not "By the people or for the people."

Look at the record. Roosevelt is a political leader who has always been thinking of the next election. His task has been to keep ahead of several crowds, all going in different directions.

It has been said a politician is: "One who does not make up his bed, and lies in it, but makes up his "BUNK" and lies out of it.

Twelve years of broken promises is a record no business man of integrity would tolerate of his lowest employee. Yet this man of GREAT PROMISE, "The Candidate in Chief", who asks for a fourth term after 12 long years of the worst un-American, un-democratic, un-businesslike administration seeks the highest office of authority in this country.

Consult the wisdom of the ancient Chinese proverbs, where one finds a guide for good government.

For example:

"If you want to know politics, read history."

"An Emperor rules best when there are the least laws and government interferences."

"When the people are subjected to overmuch government, the land is thrown into confusion."

The Chinese Immortal LAO TZU wrote 2500 years ago:

"As restrictions and prohibitions are multiplied in the empire, the people grow poorer and poorer. When the people are subjected to overmuch government, the land is thrown into confusion. When the people are skilled in many cunning arts, strange are the objects of luxury that appear."

Which may recall to your mind some of the strange projects of the WPA, PWA and other alphabetical spending groups sponsored by the New Deal administration.

Another bit of wisdom from the Chinese:

"The greater the number of laws and enactments, the more thieves and robbers there will be. Therefore the Chinese Sage says: So long as I do nothing, the people will work out their own reformation. So long as I live calm, the people will grow rich. If only I am free from desire, the people will come naturally back to desire."

551 B. C. Confucius wrote:

"Observe a man's actions; scrutinize his motives; take note of the things that give him pleasure. How can he hide from you what he really is?"

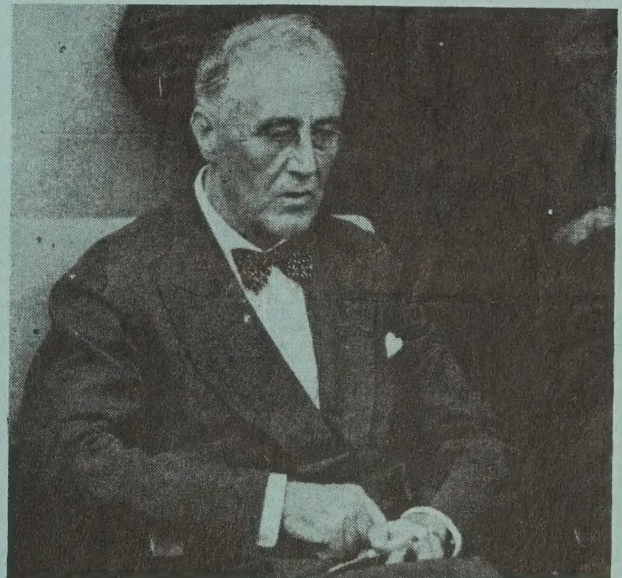
Let's put it this way. Observe Mr. Roosevelt's actions; scrutinize his motives; take note of the things that give him pleasure. How can he hide from you WHAT HE REALLY IS?

Citizens of this country who have observed, scrutinized, and noted the things that give him pleasure will agree with that old Chinese proverb which says:

"Oppressive government is worse than a tiger."

And just one more short treasured bit of Chinese wisdom with apologies for the last four lines:

"Fool me once
Shame on you.
Fool me twice,
Shame on me."
Fool me three times
Many people crazy,
Fool me four times,
Know you're a Dictator.



In Sioux City, September 1932, Candidate Roosevelt said:

"I accuse the Hoover administration of . . . (piling) Bureau on Bureau, Commission on Commission. Bureaus and Bureaucrats have been retained at the expense of the taxpayers."

Again, in Brooklyn, November 1932, Mr.

Roosevelt said:

"The people in America demand a reduction of Federal expenditures. It can be accomplished by reducing the expenditure of existing departments; by abolishing many useless Commissions, Bureaus, and functions, and by consolidating many activities of Government."

ORDER BY MAIL



CONDITION OF SALE

To insure equitable and wide distribution of the 60 plants available, only one plant will be sold to a customer in a city or town. Not more than three plants will be shipped to any State. No export orders accepted. On account of today's labor shortage, no propagation of Camellias will be undertaken until the unconditional surrender of the heads of two governments; one of whom was formerly a paper hanger, the other, a so-called Son of Heaven, for whom we have a better but unprintable name.

GUARANTEE

Each ROOSEVELT BLUES Camellia will be tagged with an embossed copper label, stamped with "LONGVIEW" Lot No. 333, and attached to a secondary branch with a seven strand flexible cable, of genuine Monel metal.

Any Camellia offered for sale as ROOSEVELT BLUES, without our copper label, is a gross fraud and should be reported to the postal authorities or the Federal Trade Commission for investigation.

This variety cannot be bought from other nurseries.

TERMS

Being human, we prefer remittance with order. Shipments will be made on receipt of 25% deposit, and balance can be paid C. O. D. Remit any way suiting your convenience. War Savings Stamps, or War Bonds acceptable in part or full payment. Have War Bonds registered in name of Robt. O. Rubel, Jr. Crichton, Ala. Send either War Stamps or Bonds by registered mail.

The Camellia offered in this prospectus is subject to wars, fires, floods, hail, sub-freezing weather, laws, trade agreements, price regulations, strikes, sit-downs, lock-outs, wagehour agreements, quarantines, pestilence, Robinson-Patman Acts, Federal and State regulations, State and or Victory Sales Tax, Use, Occupational, Compensation or Nuisance Tax, governmental priorities, New Deal, Raw Deal, or Square Deal regulations, and any other so called "Act of God."



PRICES

Initial offering of two sizes of ROOSEVELT BLUES Camellias are made at this time.

36-42" high, 6" pot, slightly branched, 5½ Yr. old, at \$20.00

42-48" high, 6" pot, slightly branched, 5½ Yr. old, at 25.00

No charge for careful packing. Shipment via express, charges collect, 2nd class rate. Average weight including wood crate, 12 pounds.

All quotations are for prompt acceptance, subject to stock being unsold.

PLEASE USE THIS ORDER BLANK

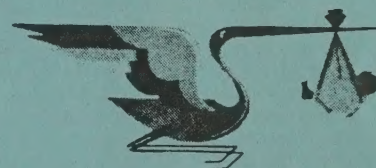
Make remittance payable to

"LONGVIEW" CRICHTON, ALA.



CUT HERE

IMMEDIATE DELIVERY



Ship to Mr. Mrs. Miss Date..... 194....
Write Plainly or Print

Street. R. F. D. or Box No.

City..... POSTAL UNIT NO. State.....

Shipping Address..... Ship on or about.....

If Different From Mail Address
Ship by: () Parcel Post () Freight () Express via..... R. R.

Name of party signing order..... AMT. ENCL. \$.....

In Whose Care the Plants May be Shipped Mr. Mrs. or Miss

Quantity Wanted	Lot No.	Size Pot	Age	Height	NAME OR COLOR	Price Each	Total
One	333	6"	Propagated Jan. 31-1939.	36-42" 42-48"	ROOSEVELT BLUES ROOSEVELT BLUES		



WHEN ORDERING PLEASE CHECK

This Camellia will be grown in:

A greenhouse ()

In pots or tubs ()

Ground beds ()

As ornamental garden plants ()

IMPORTANT NOTICE ABOUT TAXES

If you live in a State or City where Sales, Use, Occupational, Compensation or Nuisance taxes are imposed, please add this to your order.

Should the Federal Government impose an Excise, Victory, War, or any other penalty on sales, remittance must also be included to take care of such tax at the rates imposed by law.

LONGVIEW pot-grown Camellias can be shipped any month of the year with safety. There's no delay, no waiting a year or two years for a graft "to take", which you will experience when buying grafted Camellias.

Pot-grown Camellias are much superior to field-grown plants since the roots must be cut back when dug, and the ball of soil wrapped with burlap before shipping.

Only pot-grown Camellias reach you with the complete root system undisturbed, and ready to grow or bloom.

Buy LONGVIEW pot-grown Camellias with every assurance of getting healthy, vigorous plants, true to name or Lot Number description.

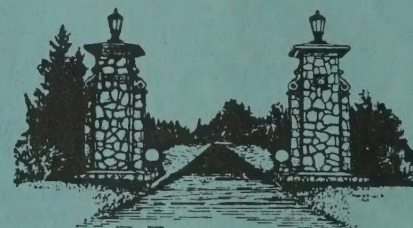
"He plants a tree in the morning and wants to saw planks from it at evening."

—Old Chinese Proverb.

(Buy pot grown Camellias and get flowers without delay).

"The Journey of a thousand miles, begins with one pace." Said the Ancient Chinese philosopher Lao-Tze.

To enjoy a wealth of pleasure, adding sparkling beauty to your winter garden or conservatory the first step is to order LONGVIEW Camellias.



Entrance to "Longview"

If you plan to visit LONGVIEW, look for the brown sandstone gateway on the right hand side of highway, when driving out the Moffatt road from Mobile.

This is our main entrance, with 700 foot private asphalt driveway leading to the modest home, where America's finest Camellias are grown. A welcome is extended to out-of-state Camellia addicts.

No Business Transacted on Sundays.

CUT HERE